

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering August 5, 2011 – September 2, 2011

News Releases	Date
Michael Bilbrey apparent Winner of Special CalPERS Board Runoff Election	August 5
Workshop To Explore Integrating Environmental, Social, Governance Issues into Investment Process	August 9
CalPERS Gets "AAA" From Fitch Ratings	August 12
CalPERS Earmarks up to \$200 Million for New Real Estate Emerging Managers Program	August 15
CalPERS Acts to Ensure Benefits of Terminated Agency Members	August 17

Print News Stories	Topic	CalPERS Representative	Date
Los Angeles Times	State Agency Slashes Benefits for Top-Paid Officials	George Diehr	August 8
Sacramento Bee	Finally, A Crack Down on Pension Spiking	Editorial	August 11
Los Angeles Times	New Policies Helped CalPERS Weather Market Turbulence	Joe Dear	August 17
Top100Funds.com	CalPERS Steps Up ESG Drive	Anne Simpson	August 24

Broadcast News/Radio	Topic	CalPERS Representative	Date
CNBC Squawk Box	Long-Term Investment Strategy & Market Volatility	Joe Dear	August 9
CNBC Closing Bell	CalPERS Market Moves	Joe Dear	August 17

PBS News Hour

Managing During Market Volatility

Anne Stausboll, Joe Dear

August 18

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter to the Editor	"CalPERS Inflated Numbers"	Anne Stausboll	Fresno Bee
Letter to the Editor	"Santa Clara Housing authority missed the mark on how to reward employees"	Robert Udall Glazier	San Jose Mercury News
Letter to the Editor	"Pension Fund Embraces Double Standard"	Robert Udall Glazier	Orange County Register, San Francisco Examiner, Marysville Appeal Democrat, North County Times
Letter to the Editor	"CalPERS Unrealistic Actuarial Assumptions"	Alan Milligan	Contra Costa Times, Oakland Tribune

*Note: **Bold** Items Submitted and Printed*

Online Enhancements & Videos

CalPERS On-Line

- Launched a new Forms and Publications center for members, employers and the general public looking for reports issued by CalPERS.
- Launched Open Enrollment Center landing page and quick links to open enrollment forms and publications.

CalPERS Responds

- Added commentary that outlines CalPERS view why pension critics are wrong about the fund's assumed rate of return and decision to lower discount rate for Terminated Agency Pool.

CalPERS Insider

- Launched a new series of videos called my|CalPERS Moments that feature CalPERS employees and their thoughts, hopes and fears as we prepare for the launch of my|CalPERS.